

In the Abstract

Please replace the abstract with the following marked up abstract:

A³

Provision of persistent support and assistance to standard browser navigation is disclosed. Preferably, among compliant sites, a common look, feel, and/or functionality is provided. ~~This will particularly assist novice users' navigation of the Internet, as the experience for compliant sites will be aligned with a familiar set of display and functional expectations.~~ One disclosed feature implements a proprietary tag that can be embedded within a web page. The tag indicates whether the page and/or site is compliant with the persistent support features. ~~Once this is understood, If so,~~ the browser can be appropriately instructed or updated to provide the persistent features. Another disclosed feature offers supplemental information regarding resources displayed on a current web page. The supplemental information is not merely additional information that may have been provided along with the current web page; rather, it is preferably information particular to the user. ~~Thus, for example, consumer incentive information related to available resources and particularly associated to the user can be displayed, to further assist web navigation and enjoyment.~~